



***32nd Annual
FTA Technology Conference
and Exhibition***

***Federation of Tax Administrators
August 7-10, 2016
Pittsburgh Westin***

WELCOME

Welcome to the 32nd Annual FTA Technology Conference and Exhibition in Pittsburgh. We again gather to learn about new initiatives, discuss issues of interest and get information on new products and services in the tax and revenue marketplace.

This year's conference features a full agenda of sessions on new initiatives by government tax authorities, descriptions of technology applications and standards, and remarks by industry providers on a variety of topics important to the tax administration community.

Thanks to your willingness to share your knowledge, we are offering significant sessions on useful developments on the use of technology in taxation, as well as a special vendor Solutions Series.

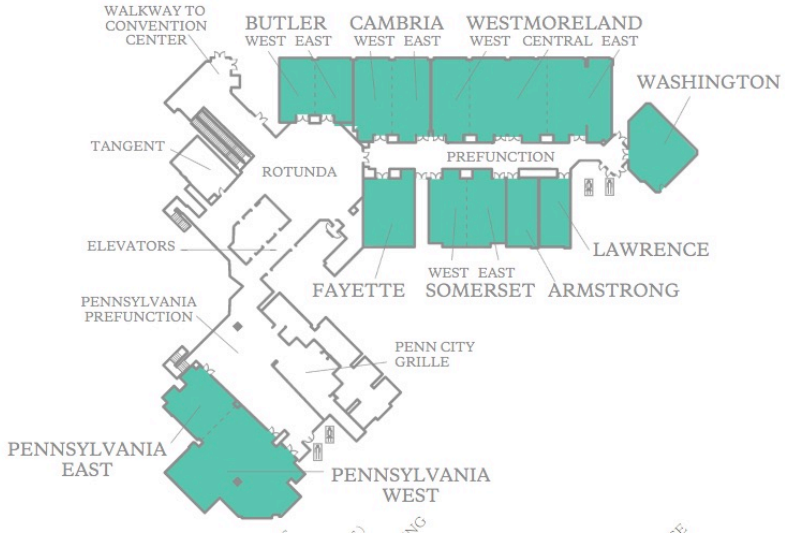
Some of you will be attending our ASC X12/E-STANDARDS working group meeting after the close of the Conference, which will focus on developing XML-based state and federal electronic commerce standards.

As always, we hope this year's FTA Annual Technology Conference and Exhibition assists you in your new technology efforts and that you find the time to enjoy the unique attractions of Pittsburgh.

Gale Garriott
FTA Executive Director

PITTSBURGH WESTIN

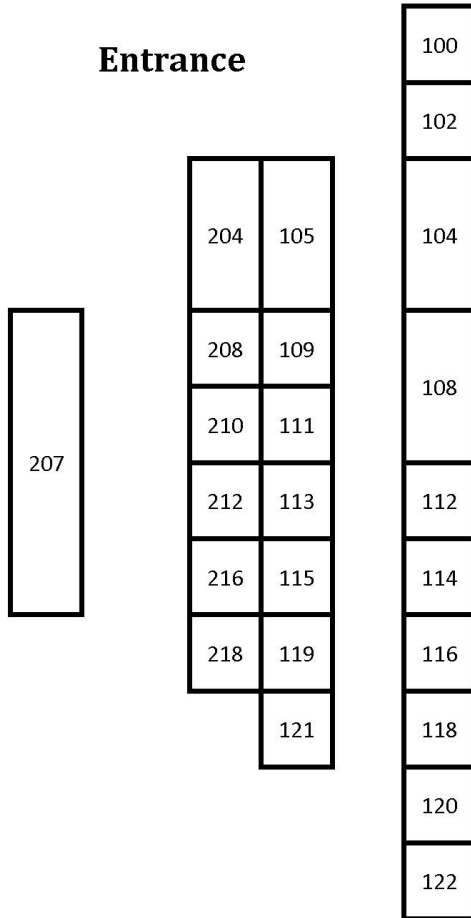
Second Floor



Third Floor



2016 FTA Technology Conference and Exposition *Exhibit Hall*



Visit our exhibitors during these hours:

Monday, August 8th

5:00 PM – 8:00 PM: Reception in the Exhibit Hall and Foyer

Tuesday, August 9th

7:00 AM – 1:00 PM: Exhibit Hall Open

7:30 AM – 8:30 AM: Continental Breakfast in the Exhibit Hall & Foyer

10:45 AM – 1 PM: Lunch in the Exhibit Hall & Foyer

2016 FTA Technology Conference and Exposition

Marketing Partners and Exhibitors

Company Name		Booth
Accutrac LLC		120
Agissar Corporation		109
ASR Analytics	Gold Partner	100
CGI Technologies & Solutions, Inc.	Silver Partner	210
CSG Government Solutions	Silver Partner	208
Fairfax Imaging		102
Fast Enterprises	Gold Partner	104, 105
FedCentric Technologies	Gold Partner	212
GamEffective		121
ibml		204
INTRASOFT International USA		118
LEONHARD KURZ Stiftung & Co. KG		115
LexisNexis	Gold Partner	108
LTAS Technologies Inc.		114
Mathtech, Inc.		112
MorphoTrust USA		122
Pondera Solutions		218
Qentinel		113
Revenue Solutions, Inc.	Gold Partner	207
SICPA/Meyercord Revenue	Gold partner	111
SourceHOV		216
Teradata	Bronze Partner	116
The Data Entry Company		119

DAYS AT A GLANCE

SUNDAY, AUGUST 7

3:30 – 6:30 p.m. **Conference and Exhibitor Registration**
Tangent (near escalator)

6:30 – 8 p.m. **Opening Reception**
Allegheny Foyer (third floor)

MONDAY, AUGUST 8

7:30 – 5 p.m. **Conference and Exhibitor Registration**
Tangent (near escalator)

7:30 – 8:30 a.m. **Continental Breakfast**
Rotunda (second floor)

8:30 – 10:15 a.m. **GENERAL SESSION**
Westmoreland (second floor)

10:30 - 11:30 a.m. **Concurrent Sessions (second floor)**
Session 1 - *Westmoreland East*
Session 2 - *Somerset*
Session 3 - *Cambria*
Session 4 - *Pennsylvania*

11:30 – 1:30 p.m. **Lunch – on your own**

Noon – 5 p.m. **Exhibit Hall (*Allegheny*) Vendor Setup**

1:30 – 5 p.m. **Concurrent Sessions (second floor)**
Session 1 - *Westmoreland East*
Session 2 - *Somerset*
Session 3 - *Cambria*
Session 4 - *Pennsylvania*

5 – 8 p.m. **RECEPTION – Exhibit Hall (*Allegheny*)**

TUESDAY, AUGUST 9

7:30 – 8:30 a.m. **Continental Breakfast – Exhibit Hall (*Allegheny*)**

8:30 – 10:45 a.m. **Concurrent Sessions**
Session 1 - *Butler*
Session 2 - *Somerset*
Session 3 - *Cambria*
Session 4 - *Pennsylvania*

Please note: there will not be a formal break on Tuesday morning because the Exhibit Hall opens immediately after the opening concurrent sessions.

10:45 – 1 p.m. **Exhibit Hall (*Allegheny*) and Lunch**
(lunch service begins around 11:30)

1:30 – 5 p.m. **Exhibit Hall (*Allegheny*) – Vendor Breakdown**

1:30 – 5 p.m. **Concurrent Sessions (second floor)**
Session 1 - *Butler*
Session 2 - *Somerset*
Session 3 - *Cambria*
Session 4 - *Pennsylvania*

WEDNESDAY, AUGUST 10

7:30 – 8:30 a.m. **Continental Breakfast**
Rotunda (second floor)

8:30 – 10:45 a.m. **CONCURRENT SESSIONS (SECOND FLOOR)**

Session 1 - Butler

Session 2 - Somerset

Session 3 - Cambria

Noon **Conference Close**

E-STANDARDS Meeting

WEDNESDAY, AUGUST 10

CAMBRIA

1:30 – 5 p.m. Meeting

THURSDAY, AUGUST 11

Butler

7:30 - 8:30 a.m. **Continental Breakfast (in room)**

8:30 - 5 p.m. Meeting

DETAILED AGENDA FOR MONDAY, AUGUST 8

- 7:30 – 5 p.m.** **Registration**
Tangent (near escalator)
- 7:30 – 8:30 a.m.** **Continental breakfast**
Rotunda (second floor)
- 8:30 – 10 a.m.** **GENERAL SESSION**
Westmoreland (second floor)

Introduction

Gale Garriott, Federation of Tax Administrators

Welcome to Pittsburgh

John Kaschak, Deputy Secretary for Taxation, Pennsylvania Department of Revenue

Keynote Address

Brigadier General (ret.) Gregory J. Touhill
Deputy Assistant Secretary for Cybersecurity and Communications,
National Protections and Programs Directorate Department of
Homeland Security

10:30 a.m. - 11:30 a.m. Concurrent Sessions (second floor)

SESSION 1 - WESTMORELAND EAST

Advances in Data Science: Tax Compliance and Fraud
Detection with Multi-Genre Analytics and Advanced Pattern Detection
Roger Fried, Teradata

SESSION 2 - SOMERSET

Portfolio Management
Frank Nestore, MathTech

SESSION 3 - CAMBRIA

A Municipality's Perspective on Implementing COTS Tax Software
Mari Ruck, Kansas City

SESSION 4 - PENNSYLVANIA

Solution Series One - eServices – Where We Are and What's Next?
Joe Milack and Josh Decker, Fast Enterprises

11:30 – 1:30 p.m. Lunch (on your own)

1:30 p.m. – 2:30 p.m. CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - WESTMORELAND EAST

The Evolving Cyber Security Threat
John Moynihan, Minuteman Governance

SESSION 2 - SOMERSET

Minnesota's Virtual Audit Room
Greg Tschida, Minnesota

SESSION 3 - CAMBRIA

Better Assuring Taxpayer Identities: 2017 Alabama Pilot
Julie Magee, Alabama

SESSION 4 - PENNSYLVANIA

Solution Series Two - An Inside Look at SICPA's Medical Marijuana
Pilot Program
Julien Zanchi, SICPA/Meyercord

2:45 p.m. – 3:45 p.m. CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - WESTMORELAND EAST

Comprehensive Model for Security in Today's World
Kathryn Salazar, Revenue Solutions Inc.

SESSION 2 – SOMERSET

Changing the Refund Tax Fraud Landscape: How the ISAC and its Analyst
Community of Practice Moves the Needle on the Identity Theft Threat
Kevin Cecco, IRS

SESSION 3 - CAMBRIA

Mobile Identity and Driver's License Scanning Technologies
John Dancu, IDology

SESSION 4 - PENNSYLVANIA

Solution Series Three – Leveraging Technologies to Create/Enable
More Effective Business Processes
John Bace and Tiffany Dennen, Revenue Solutions, Inc.

4 p.m. – 5 p.m. CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - WESTMORELAND EAST

IRS Safeguards and Cloud Solutions
Steve Matteson, IRS

SESSION 2 – SOMERSET

Automating and Enhancing New Jersey's Statistics of Income Report
and Dashboard
Roger Cohen, New Jersey

SESSION 3 - CAMBRIA

New Measures to Counter Tax Refund Fraud
Peter Isberg, National Payroll Reporting Consortium

SESSION 4 - PENNSYLVANIA

How Identity Can Be Used as a Weapon to Fight Refund Fraud
Mark DiFraia, MorphoTrust USA

5 p.m. – 8 p.m. RECEPTION – EXHIBIT HALL (ALLEGHENY)

DETAILED AGENDA FOR TUESDAY, AUGUST 9

7:30 – 5 p.m. Registration
Tangent (near escalator)

7:30 a.m. - 8:30 Continental Breakfast
EXHIBIT HALL (ALLEGHENY)

8:30 a.m. – 9:30 CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - BUTLER

Security Summit: What the Future Holds
Doreen Warren, Idaho

SESSION 2 - SOMERSET

Data-Driven Compliance Decisions
Matthew Donahue, Oliver Wyman

SESSION 3 - CAMBRIA

The Future of Taxpayer Self-Service
Jason Woodcock, Revenue Solutions Inc.

SESSION 4 - PENNSYLVANIA

Lodging Taxation and Beyond – State Taxation in the Sharing
Economy
Kevin Milligan, Pennsylvania

9:45 a.m. – 10:45 CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - BUTLER

Proactive Planning and Implementation of a Personal Income Tax
Fraud Investigation Unit
Meggan Swisher, Pennsylvania

SESSION 2 - SOMERSET

New FTA System to Facilitate State and Industry Exchanges
Terry Garber, FTA

SESSION 3 - CAMBRIA

New York's Approach to Electronic Tax Collections and the Millennials

Andrew Morris, New York, Holger Ebert, Wells Fargo, and David Natelson, First Data

SESSION 4 - PENNSYLVANIA

Solution Series Four - Pre-Acceptance Information Return Matching and Biometric Identity Authentication

Thomas Van de Merlen, FedCentric Technologies

10:45 a.m.- 1 p.m. LUNCH IN EXHIBIT HALL (*ALLEGHENY*)

1:30 p.m. – 5 p.m. EXHIBIT HALL (*ALLEGHENY*) BREAKDOWN

1:30 p.m. – 2:30 CONCURRENT SESSIONS (*SECOND FLOOR*)

SESSION 1 - BUTLER

Recovering Refund Fraud Monies: A Plan for Action

Tim Lessard, Minnesota, and Eric Inkrott, Green Dot

SESSION 2 - SOMERSET

Development of a Compliance Initiative to Address Electronic Sales Suppression

Will Hartman, Adam Hovne & Panel, Pennsylvania

SESSION 3 - CAMBRIA

Changing the Refund Tax Fraud Landscape: How the ISAC and its Analyst Community of Practice Moves the Needle on the Identity Theft Threat

Kevin Cecco, IRS

SESSION 4 - PENNSYLVANIA

Solution Series Five – Fraud: What We Don't Know Can Hurt Us

Peter Arena, ASR Analytics

2:45 p.m. – 3:45 CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - BUTLER

Government Use of Blockchain to Collect Taxes
Richard Ainsworth, Boston University

SESSION 2 - SOMERSET

How Service Design Can Transform the Taxpayer Experience
Michael Kelly and Linda Pulik, Accenture Federal

SESSION 3 - CAMBRIA

Technological impact of an Integrated Tax Processing System
Zaharadeen Garuba, Cook County (Illinois) Department of Revenue

SESSION 4 - PENNSYLVANIA

Solution Series Six – Understanding Big Data and Business Tax Compliance Issues: More is Not Better, But Different Is...
Cynthia Caskey and Steve Lappenbusch, LexisNexis Risk Solutions

4 p.m. – 5 p.m. CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - BUTLER

Indiana's Fraud Program: Getting the Good Ones Out and Stopping the Bad Ones
Matt Ogden and Tom Lorek, Indiana

SESSION 2 - SOMERSET

Sales Tax Desk Review - Expanding Compliance Tools to Address Sales and Use Tax Non-Compliance
Steve Kinsinger, Pennsylvania

SESSION 3 - CAMBRIA

Basics of XML and Its Use in Modernized e-File
Terry Garber, FTA

SESSION 4 - PENNSYLVANIA

Transitioning From Encoded Data to OCR
Jeff Hancock and Roger Sharritt, Indiana

DETAILED AGENDA FOR WEDNESDAY, AUGUST 10

7:30 - 8:30 a.m. **Continental Breakfast**
Rotunda (second floor)

8:30 a.m. – 9:30 a.m. CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - BUTLER

Collaboration in Creating a State-of-the-Art Call Center
Julie Magee, Alabama, and Tim Shields, SourceHOV

SESSION 2 - SOMERSET

New E-Standards Development Update
Terry Garber, FTA and Robert Anuszewski, IRS

SESSION 3 - CAMBRIA

Secure Data Transfers: Updates to Operations & Requirements and
Impact on the Security Summit
Rod Sterling, IRS

9:45 a.m. – 10:45 a.m. CONCURRENT SESSIONS (SECOND FLOOR)

SESSION 1 - BUTLER

Why There Are No Identity Frauds in Finland
Timo Laukkanen, Finland

SESSION 2 - SOMERSET

Digital Age Strategies
Matthew Donahue, Oliver Wyman

SESSION 3 - CAMBRIA

Enhancing the Customer Experience Using Technology, Agencies
and Payroll Providers Working Together
Charles Collins and Donna Muccilli, ADP

11 a.m. – Special Feedback Session - Crawford

Soliciting your Comments on How to Improve the Conference

Noon

CONFERENCE ADJOURNS

E-STANDARDS Meeting

WEDNESDAY, AUGUST 10

Cambria

1:30 – 5 p.m. Modernized E-File Standards Changes (all)

THURSDAY, AUGUST 11

Butler

7:30 - 8:30 a.m. Continental Breakfast (in room)

8:30 - 5 p.m. E-STANDARDS Meeting

(box lunch provided)

Payroll Standards

E-Levy Standards

E-Power of Attorney Standards

Other changes for FedState Employment

Taxes, Motor Fuel and Cigarette Taxes

2016 Solution Series Detail

Monday, August 8

10:30 a.m. to 11:30 a.m. ***Presented by:*** Fast Enterprises

Title: eServices – Where We Are and What’s Next?

Description: This presentation will provide an overview of how eServices have evolved and how GenTax states are leveraging eServices to enable greater self-service to taxpayers as well as other agency stakeholders. This will include a brief discussion of license and registration, electronic filing, collection of debt, support for appeals and services that benefit other government agencies and stakeholders such as banks and employers. In addition, it will present suggestions on how to begin to leverage eServices to support and enhance audit outcomes at a time when resources are stretched and the Tax Gap continues to grow despite the significant improvements in the technologies used for selecting and conducting audits.

Session Presenters:

Joe Milack and Josh Decker
Fast Enterprises, LLC

Monday, August 8

1:30 p.m. to 2:30 p.m. **Presented by:** SICPA

Title: An Inside Look at SICPA's Medical Marijuana Pilot Program

Description: In this session, SICPA will provide an overview of the current state of the cannabis industry as well as discuss the medical marijuana pilot program currently underway in partnership with county officials in Humboldt, California. The pilot program addresses key issues concerning substandard products, tracking of diversion, and appellation protection while also enabling reconciliation of volumes moving in the market to support enforcement and tax collection. Come learn about the burgeoning cannabis market and how SICPA's security solutions provide state and local regulators with a system that protects against product diversion and tampering while monitoring products throughout the supply chain, allowing for appellation protection and verification of tax payments.

Session Presenter:

Julien Zanchi, Product Management Director, SICPA/Meyercord

Monday, August 8

2:45 p.m. to 3:45 p.m. **Presented by:** Revenue Solutions Inc.

Title: Leveraging Technologies to Create/Enable More Effective Business Processes

Description: Do you want to take advantage of new flexible ITS technology, provide the robust e-Services your customers demand, increase compliance revenues, and support inter-agency collaboration for better government? Of course you do! The trick is integrating the new technology that you want, when you want, with solutions you already employ – in a manner that delivers real results. Revenue Premier allows efficient integration of various modules and services, allowing agencies to choose which solutions will work for them and when. Come hear about the freedom that your agency will enjoy with an open and flexible system such as RSI's Revenue Premier!

Session Presenters:

John Bace, Director – Revenue Solutions, Inc.

Tiffany Dennen, Solution Sales Expert – Revenue Solutions, Inc.

Tuesday, August 9

9:45 to 10:45 **Presented by:** FedCentric Technologies LLC

Title: Pre-Acceptance Information Return Matching and Biometric Identity Authentication

Description: FedCentric will demonstrate pre-acceptance information return matching using high performance computing to identify fraud and error before returns are accepted. This approach will maximize audit, analyst and investigator efficiency, reduce amended returns and increase customer service. Also featured will be a state of the art biometric identity authentication product that ensures taxpayer identities for prior victims of tax refund identity fraud while offering a transition to secure online accounts for taxpayers.

Session Presenters:

Thomas Van de Merlen
Director of Fraud Detection and Prevention
FedCentric Technologies

Tuesday, August 9

1:30 – 2:30 ***Presented by:*** ASR Analytics

Title: Fraud, What We Don't Know Can Hurt Us

Description: Tax fraud has evolved into complex, well organized teams of data scientists that are hard at work each day with the objective of going unnoticed. They are intelligent and well funded teams that are leveraging tax processing insights, identity theft and analytics, in order to fraud tax authorities in each State and at the IRS. This Solution Series presented by Peter Arena, PhD will provide an insightful look at the new and complex fraud we are facing.

Session Presenters:

Peter Arena, PhD
Principal at ASR Analytics

Tuesday, August 9

2:45 – 3:45 p.m.

Presented by: LexisNexis

Title: Understanding Big Data and Business Tax Compliance Issues: More is Not Better, But Different Is...

Description: Big Data and Tax Compliance, especially around businesses, are problems facing this nation today. This fact will come as no surprise to anyone in the state-level administration community. This session will highlight the research findings from a Business Tax Compliance Research Study produced by GOVERNING Institute, showcasing the underlying problems, best practices, viewpoints on data sharing and any unmet needs surrounding business non-compliance. This presentation will also discuss how big data is different than traditional tax analysis or statistical modeling, examine the single biggest mistake agencies make in wanting “more data” or analyzing the data they have, offer examples of the power of different kinds of data and give expert recommendations regarding how to translate these strategies into your own tax agency.

Session Presenters:

Cynthia Caskey, Tax Fraud Analyst Manager, LexisNexis Risk Solutions and Former Assistant Chief of Taxation,
New Jersey Division of Taxation

Steve Lappenbusch, Ph.D., Tax and Revenue Markets,
LexisNexis Risk Solutions

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for their generous support of the
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